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Press Release

FOR IMMEDIATE RELEASE:

Friday 28 October 2022

ARRIVA INVITES SANTAS TO ENJOY FREE BUS TRAVEL AT FESTIVE SPECTACULAR

Arriva North West lending support for fifth year

Liverpool Santa Dash on Sunday 4 December 2022

**Arriva joins partners Park Christmas Savings,
Alder Hey Children's Charity, and In Demand Radio**

**Pop-up shop opens at St Johns Shopping Centre
on 1 November for sign-up and suit collection**

The countdown is on to the 19th annual BTR Liverpool Santa Dash which takes place in five weeks' time on Sunday 4 December 2022.

The event was created by independent race event organisation BTR Liverpool, who organise and stage the 5K festive fun run each year.

The latest announcement from BTR Liverpool highlights free Arriva bus travel on event day, and next week's opening of the city centre pop-up shop in St Johns Shopping Centre for in-person registration and Santa suit collection.

Highly regarded as the city's kick-start to Christmas, Liverpool will be transformed into a sea of Santas when thousands pull on their red and blue festive attire for the annual spectacular.

This year's Liverpool Santa Dash was launched recently in glorious sunshine aboard the iconic Mersey Ferry – much to the amusement of passengers who were greeted by a group of excited Santas.

Thrilled with the colourful festive sight, they joined in the fun by posing for selfies with Santas, along with the spontaneous singing of Christmas songs.



The BTR Liverpool Santa Dash 2022 is sponsored by Park Christmas Savings, part of Liverpool-based Appreciate Group.

Alder Hey Children's Charity returns as the official event charity, with fundraising Santas supporting its ongoing Surgical Neonatal Appeal. In Demand Radio is supporting the event as official media partner. All three organisations are returning for a second consecutive year.

And now with just five weeks to go, BTR Liverpool is delighted to announce that Arriva North West is once again offering free bus travel on event day.

Arriva North West is supporting the Liverpool Santa Dash for the fifth time by offering participants free travel on the Arriva bus network across Merseyside throughout event day.

To claim complimentary bus travel to or from the city centre, Santas must be wearing their Santa suit and race number on the morning, or their Santa suit and finishers' medal when travelling home. There is no cut off time post run.

Lisa Pearson, Arriva Head Of Marketing, commented: "The Santa Dash is a great event that really unites the people of Liverpool for a day of festive fun while raising much-needed funds for charity.

"It's a pleasure to once again be involved by offering free travel to all those taking part. We're looking forward to seeing lots of red and blue Santas on-board our buses and throughout the city on the day."

Liverpool Santa Dash was created by BTR Liverpool Race Director Alan Rothwell. It was first staged in 2004 – and next year marks its milestone 20th staging. It has continued each year, including a virtual format in 2020 during the Covid-19 pandemic when mass participation events were not permitted. The 1K Mini Dash for youngsters aged 12 and under was introduced in 2007, while blue Santa suits were launched in 2010.

Last year, a sea of 5,000 red, blue and mini Santas took to the streets of Liverpool for the UK's biggest festive 5K fun run.

This coming Tuesday (1 November), the Santa Dash pop-up shop opens its doors at St Johns Shopping Centre for registration and Santa suit collection. The shop is located on the upper level near the Matalan bridge. Opening times are Monday to Saturday 9.30am to 5pm, and Sunday 11am to 4pm.

BTR Liverpool is the leading independent organisation for creating, managing, and delivering headline running events across Liverpool City Region. Its extensive portfolio covers various distances across different terrains, all with an ongoing commitment to sustainability.

The BTR event portfolio also includes the Tour Of Merseyside, Liverpool Skyline Half Marathon, Mersey Tunnel 10K, Port Sunlight Road Race 5K and 10K, and Run For The 97.

BTR Liverpool Race Director Alan Rothwell explained: “We plan for the BTR Liverpool Santa Dash all year round. The weeks are flying by and now we are just five weeks until this festive spectacular returns for 2022. We’re thrilled to once again welcome Arriva North West into the Santa Dash family with their very generous support of free bus travel for Santas throughout event day.

“We’re working closely with headline sponsor Park Christmas Savings, event charity Alder Hey Children’s Charity, and media partner In Demand Radio – who are all on-board for a second year – to ensure a fantastic day filled with fun, laughter, and big smiles. It is a very special day, come and experience it for yourself.”

The BTR Liverpool Santa Dash is an accessible event open to everyone, from those running purely for fun to groups of fundraisers.

Each year Santas walk, jog, or run alongside wheelchair participants, families, groups of friends or colleagues – even tiny Santas in prams and even four-legged furry Santas.

The event acts as a platform for community groups, businesses, and charities to fundraise independently while taking part.

This year’s event starts at 9.30am from Pier Head Liverpool. The 5K route takes Santas along The Strand and into Grade I Listed Royal Albert Dock Liverpool, through the city centre, before heading to the grandstand finish line at Liverpool Town Hall – complete with ‘real’ snow and festive characters.

The Mini Dash is for youngsters aged 12 and under. It starts at approximately 11am in Castle Street, once all Santas in the main Dash have completed the course. The youngsters follow a similar city centre route before crossing the finish line outside Liverpool Town Hall.



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The entry fee covers all costs to organise and deliver the event including road closures, safety measures, Santa suits, medals, goody bags, and entertainment.

For full details and online entry visit <https://www.btrliverpool.com/santa-dash-event>

Website www.btrliverpool.com
Facebook Facebook/BTR Liverpool
Facebook/BTRLiverpoolSantaDash
Twitter @BTRLiverpool
Instagram @btrliverpool
Hashtag #BTRRaces
#LiverpoolSantaDash
#SantaDashDay

ENDS

Notes to Editors

OFFICIAL EVENT IMAGES:

Images by Paul Francis Cooper/BTR Liverpool

OFFICIAL EVENT VIDEOS:

BTR Liverpool Santa Dash 2022 – 17-second promo

<https://www.youtube.com/watch?v=qyC-ve27DhM>

BTR Liverpool Santa Dash 2022 – 3-minute official launch

<https://www.youtube.com/watch?v=xAk5fMy5LYI&t=13s>

Appreciate Group Liverpool Santa Dash 2021 – 10-minute official video

<https://youtu.be/ldwRUBnWQvE>

About Park Christmas Savings:

As the UK's largest family Christmas savings club, Park Christmas Savings helps around 400,000 families budget for Christmas on a short-term or year-round basis.

For further information on Park Christmas Savings visit www.getpark.co.uk

- Twitter: @ParkChristmasUK
- Facebook: ParkChristmasSavings
- Instagram: @ParkChristmasSavings



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About Alder Hey Children's Charity's Neonatal Appeal:

In September 2021, Alder Hey Children's Charity launched a £3m appeal to develop a state-of-the-art unit for newborn babies and their families.

The planned facility will cost £20m to build, with the Charity Appeal aiming to contribute £3m to provide 'over and above' enhancements and equipment for both the clinical space and family areas. This will help elevate it from a facility that provides families with a safe and secure environment for them and their newborns, to a truly world-class facility that wraps around families with the most vulnerable babies in the region.

<https://www.alderheycharity.org/>

About In Demand Radio:

In Demand Radio launched on DAB in November 2020 for Liverpool and the North West. At In Demand, Lee Butler takes prime position, hosting the 'Brekky Butler' weekday breakfast show, as well as Plastic Surgery. The award-winning DJ also joins some of the best of local talent such as Steve Cocky, Rick Houghton, Dave Graham, Ian Longo, Billie Clements and Gemma Cutting, plus many international DJs such as Tiesto, Armin Van Burren, Roger Sanchez and Judge Jules, who all have weekly shows on the station.

www.indemandradio.com

About Mersey Ferries :

The iconic Mersey Ferries is one of Liverpool's most popular tourist attractions and is a 'must do' experience for visitors to the city and a relaxing leisure cruise for residents of the Liverpool City Region. As well as taking hundreds of thousands of people out on the Mersey each year, Mersey Ferries also provides a range of exciting river cruises including Evening Cruises and Liverpool Bay Cruises.

www.merseyferries.co.uk

About St Johns Shopping Centre:

St Johns Shopping Centre is the largest indoor shopping centre in Liverpool and a leading centre in the North West region. Located in the heart of the city since 1969, St Johns is home to over 100 businesses, from local retailers to national brands, and is a hub for fashion, homeware, jewellery, fragrances and more. Retailers include JD Sports, Matalan, HMV, F.Hinds, and the official LFC Store.

<https://stjohns-shopping.co.uk/>

About Arriva North West:

Arriva is a leading provider of passenger transport across Europe, employing around 40,000 people and delivering around 1.2 billion passenger journeys across 13 European countries.

We are part of Deutsche Bahn (DB), one of the world's leading passenger and logistics companies. With buses, trains, coaches, trams, waterbuses, car and bike-sharing systems, as well as on-demand transport solutions, Arriva proudly connects people and communities safely, reliably and sustainably, delivering these services in a better way, every day.

The activities of Arriva are divided into four lines of business: UK Bus, UK Trains, The Netherlands, and Mainland Europe. Arriva has operations in the Czech Republic, Croatia, Denmark, Hungary, Italy, the Netherlands, Poland, Portugal, Serbia, Slovakia, Slovenia, Spain, and the United Kingdom.

www.arriva.co.uk

About BTR Liverpool:

BTR Liverpool is the leading independent organisation for creating, managing, and delivering headline running events in Liverpool City Region. The team stage a number of headline events annually, which continue to develop and grow year on year.

Established in 2006, BTR Liverpool prides itself on the quality and delivery of its events; its strong links with the running community; and engagement with local charities.

Its event portfolio includes the Liverpool Skyline Half Marathon; Liverpool Santa Dash; Mersey Tunnel 10K; Port Sunlight 10K and 5K; 52-mile Tour Of Merseyside; Run For The 97 5K; and If You Know Your History 5K.

BTR Liverpool Race Director Alan Rothwell has been part of the running community since he began racing as a teenager, which developed into race organising over 20 years ago. Alan's own personal achievements include finishing 42 Marathons in a 25-year period – including running the London Marathon 22 times; the New York Marathon six times; as well as the Liverpool and Stockholm Marathons.

www.btrliverpool.com

BTR RUNNING EVENTS 2022:

- Sat 5 November: 5K Winter Series – Bonfire Blast
- Sun 4 December: BTR Liverpool Santa Dash (5K / 1K Mini Dash)
- Sun 12 December: Grinch 5K
- Sat 31 December: 5K Winter Series – Winter's Trail



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BTR RUNNING EVENTS 2023:

- Sat 26 March: BTR Liverpool Skyline Half Marathon and 10 Miler
- Sun 16 April: BTR Mersey Tunnel 10K
- DATE TBC: Run For The 97 5K / 1 Mile Fun Run
- DATE TBC: Port Sunlight Road Race (10K / 5K / 1K Fun Run)
- Sun 25 June – Sat 1 July: BTR Tour Of Merseyside (52 miles)

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